BTEC Assignment Brief

Qualification	BTEC International Level 3 Foundation Diploma in Esports BTEC International Level 3 Diploma in Esports BTEC International Level 3 Extended Diploma in Esports
Unit number and title	**18**: Corporate Social Responsibility in Sport
Learning aims	**C:** Investigate the CSR of an organisation/ business and its impact on the community
Assignment title	Planning to be great!
Assessor	
Issue date	
Hand in deadline	

Vocational scenario or context	As part of your responsibility in your work placement at the local government office, you have now been asked to create a CSR plan for a community activity or health project of your choice that is a local or national initiative to get more young people active and engaged in sports. You will need to use the CSR policy from the organisation to inform your plan.

Task 1	Research your selected organisation and obtain a copy of their CSR policy. You will need this to help you with your plan. As an introduction to your plan, consider the varied information that is included in the CSR policy of the selected organisation, commenting on the significance to the organisation. Decide on a community activity or health project that will support the CSR policy of the selected organisation. Your CSR plan will need to be detailed and convincing and include: • project description • key objectives • full and detailed budget forecast • needs' case • delivery plan and outcome • sustainability plan. • Well-developed reasons for the relevance or significance of the impact of the project, covering all of the CSR operations, on: o the community (local national or global) o the selected organisation • A conclusion including any alternative actions that could be taken.

Checklist of evidence required	A completed CSR plan.
Criteria covered by this task:	
Unit/criteria reference	To achieve the criteria, you must show that you are able to:
18/C.D3	Evaluate the impact to the community of the proposed activity/health project using the CSR policy of a selected organisation/ business.
18/C.M3	Produce a detailed plan for a community activity/ health project using the CSR policy of a selected organisation/ business.
18/C.P5	Produce a simple plan for a community activity/health project using the CSR policy of a selected organisation/ business.
Sources of information to support you with this assignment	**Websites** https://ccsbestpractice.org.uk/entries/corporate-social-responsibility-policy-template/#:~:text=CSR%20policies%20aim%20to%20guarantee,an%20example%20CSR%20policy%20template. https://www.b1g1.com/businessforgood/csr-guide?gclid=CjwKCAjw74b7BRA_EiwAF8yHFEmaEE3QpVBQSzEuy97V5lei6KMI0LUEn5tKci3-Isq_ioDWs8t9URoCuKAQAvD_BwE digitalcommons.wku.edu/cgi/viewcontent.cgi?article=2146&context=ijes#:~:text=In%20a%20neoliberal%20context%2C%20CSR,place(s)%20in%20society. researchgate.net/publication/271150910_Corporate_social_responsibility_in_sport_Stakeholder_management_in_the_UK_football_industry sportanddev.org/en/article/news/sport-and-corporate-social-responsibility sportsbusinessdaily.com/Journal/Issues/2019/09/09/In-Depth/Social-responsibility.aspx epublications.marquette.edu/cgi/viewcontent.cgi?article=1428&context=theses_open kennethcortsen.com/the-application-of-strategic-csr-in-the-sports-industry/ ukessays.com/essays/marketing/corporate-social-responsibility-in-professional-sports-marketing-essay.php marjon.repository.guildhe.ac.uk/10190/1/7%20CSR%20Sport%20Community%20Development_PPV.pdf semanticscholar.org/paper/Corporate-social-responsibility-%28-CSR-%29-in-sports-%3A-Athanasopoulou-Douvis/
Sources of information to support you with this assignment	

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